

AIRPORT MARKETING: Continued to market the airport to increase enplanements, which happened! Also, shared some tips to our flyers, in order to make their experience better, that reminded them to mask, arrive 90 minutes before their flight to ensure boarding, and more!

AIRPORT DRAINAGE STUDY: The airport was awarded a grant to perform our Drainage Study from the Arizona Department of Transportation Aeronautics Division. This document is both helpful for the airport to cover environmental documents for future projects, but also for the development of the J. W. Powell extension from Pulliam Drive to Lake Mary Road.

JOB ORDER CONTRACT COMPLETED: The selection process was completed with recommendation to City Council for six Job Order Contractors to perform vertical and horizontal work at the airport. Lots to do and more to share in the coming months.

AIRPORT RESCUE FIRE FIGHTING (ARFF) TRAINING:

- A retired Aircraft Rescue Fire Fighter instructor from Dallas Fort Worth Aircraft Rescue Fire Fighter Academy visited the airport this month. He gave training to staff that was not included in the annual re-certification process. Some updates to the requirements, driver's awareness training, and lessons learned from various incidents around the country were shared.
- Five staff members were able to complete the annual Aircraft Rescue Fire Fighting re-certification training this month. This training is limited to where they can go. Currently, they attend the Academy at Dallas Fort Worth Airport. Without this certification they cannot work as Aircraft Rescue Fire Fighters under Federal Aviation Administration regulations. Nice completion by staff!

HUMAN TRAFFICKING AWARENESS: The Airport Director attended a local Human Trafficking committee meeting. He was able to set up training to observe, ask questions, and learn how to detect possible human trafficking in an airport setting and shared this information with the airline and airport staff.



PARKFLAG:

Program Updates

- Pay to park operations began again on March 1, 2021. Staff spent the first month focused on customer service and education. We spent many hours in the office and on the street answering questions from the public and helping with employee permit applications.



- Parking operation revenues are at approximately 65% compared to previous operating years (2019 and 2020) Many factors contribute to this decrease including paid parking hours as well as the pandemic.
- In March, we saw an increase in employee permit sales in comparison to previous years. Employee permits went from \$45 to \$10.
- Staff worked diligently updating and maintaining pay-stations to ensure customer satisfaction, sanitized kiosks daily, and responded to multiple maintenance alerts.
- ParkFlag Aides began handing out Employee Permit information cards with warnings. The cards provided information on where and how to purchase employee permits.
- ParkFlag Team met with Planning and Development to discuss future outreach and policy development to better manage and enforce parking regulations around Church properties in the Southside neighborhoods.
- ParkFlag contacted Flowbird (our parking APP vendor) to work on making the parking app easier to use by the public.
- ParkFlag staff created a log for our electric car. We received a few inquiries regarding how often we drive the Bolt, our daily mileage, and watt usage.

**Are you a Downtown
Flagstaff Employee?**
**Don't pay by the hour...
SAVE MONEY!**

- Purchase a downtown employee permit for only \$10 a month.
- OR get a FREE Mountain Line bus pass!

Simply scan this QR code or visit parkflag.org for the application forms and more information!



BEAUTIFICATION AND ARTS & SCIENCE:

PROJECT UPDATES

Library Entry: Staff held multiple reviews of focus group surveys twice this month with community participants and determined next steps with the design team and the artist on the preliminary art concept, which was presented to the Beautification and Public Art Commission on March 8. Discussions led to a third concept created by the artist to be brought before two additional community focus groups. Staff met with City leadership to discuss the fact that trees must be removed from the existing entry plaza to build a ramp that is ADA compliant.

Traffic Signal Cabinet Art Wraps: Staff initiated the scouting of four new locations using the Community Forum survey results as a guide and verified these are appropriate locations with Traffic.

Flower Project: Staff drafted the RFP for a flower vendor for the 2021 season that closed on March 31, ordered extra horticultural materials such as flower baskets, wine barrel planters and brackets, and met with procurement and Parks on the project, and led a flower site visit to determine locations for flower elements for the 2021 growing season.

- **Large Traffic-Control Planter Box Quotes:** Worked with streets and parks to assess the quotes received by welders and artisans to create custom-made flower planter boxes. These will be large planters that serve as infrastructure to close streets and alleys for public events, increased public space usage, etc.



More flowers in Flagstaff's historic area in 2021!

Climate Change and Hope NAIPTA Bus Ad Project:

Staff continued research on climate change art examples and drafting vinyl vendor scope. Staff also met with Sustainability staff and Commissioners (BPAC and Sustainability) to discuss the scope and framing for the project sent out a request for estimates to vinyl/sign vendors and presented the project to the Sustainability Commission. The project is anticipated to be on five buses for a year.

Courthouse Art Piece: Installed upcoming art installation display with a partial model in the courthouse lobby so the public and others can view an image of the selected piece and get a feel for what the materials will be. Please check it

out! Met with lighting consultant on site and worked with Capital Improvements on structural supports for the engineering.

Airport Parking Lot Art Piece: Staff met with artist on schedule and design progress. Locations for the art were shared with the City project manager but not yet finalized.

Downtown Connection Center Art and Beautification: Mountain Line presented their latest site plan to City Council in a work session on March 30. The direction to remove, for now, the civic space to keep more parking will affect the scope of the beautification and art projects.

- **Local Photo Contest to Inform the DCC Art Elements:** Staff posted a call for photos (more community input for the artists) and conducted outreach through social media and community groups such as the Boys and Girls Club and the Southside Community Association. This photo contest is open to residents of Flagstaff 16 years and older. For more information on the contest, click [here](#).

O'Leary Street Garden/Historic Southside Community Garden: Staff met with sustainability about the next steps for providing public art to this garden. It will now be named the 'Historic Southside Community Garden', as per the suggestion of the Southside Community Association.

Beulah/University Expansion and Public Art – This is emergent work staff just learned about in March. The contract for this project includes a portion for public art. Staff met with representatives from the construction and landscaping companies and parks to begin discussing ideas for the use of the funds, such as beautifying the pedestrian tunnel under Milton.

PROGRAM UPDATES:

Beautification in Action Grant Applications Received: The City received applications for five community grants. Funding will be determined by the Beautification and Public Art Commission this at their May meeting.

Indigenous Representation Discussion: The Indigenous Issues Coordinator and staff met with a Native artist with expertise on monuments and Indigenous representation from New Mexico to gather ideas on community process for future art representation and ideas about mapping existing monuments in Flagstaff.

Rotary Club Centennial Celebration Pieces: Staff met with the Club for continued discussion on these pieces. They are exploring an alley mural project and still want to pursue if there is an opportunity for an outdoor 'Rotary' Clock.

HIGHLIGHTED ACTIVITY FROM A NONPROFIT SUPPORTED BY THE CITY'S BBB TAX FUNDS FOR ART, SCIENCE AND BEAUTIFICATION:

Find out more about this Willow Bend event here:

<https://willowbendcenter.org/event/virtual-science-saturday-sustainability/>



VIRTUAL SCIENCE SATURDAY
Sustainability

Saturday, April 3rd
10:30AM-11:30AM
Via Willow Bend's
 **LIVE**
facebook.com/willowbendcenter

Let's Learn about Sustainability!

Join Willow Bend Environmental Education Center to learn about and participate in hands-on activities focusing on waste and renewable energy. Special guests include the NAU Collegiate Wind Competition Team members, and Darren Bingham from the Azulita Project. Activities will include a mini- wind turbine demo, learning what can and cannot be recycled, a waste audit, a sail car race, and more! The event is open and appropriate for all ages (not just children). We hope you can join us!

Thanks to the City of Flagstaff Sustainability Program, the KidWind Project, Repowering Schools, Azulita Project, and the AZ Community Foundation of Flagstaff for making this virtual event possible.

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

Attraction Efforts:

- **UACJ Whitehall Industries:** Officially announced that they will be opening their fourth facility here in Flagstaff at the former Walgreens Distribution Center! Whitehall Industries manufactures electric automotive components for companies such as Tesla, Lucid Motors, and Rivian. This was a huge win for the Economic Development Team and Whitehall is the largest new employer to choose Flagstaff in the last five decades. They are currently navigating several building permits and will be looking to fill over 120 positions in the next several months. They hope to further expand in Flagstaff over the next 5 years, creating an additional 200+ positions. They anticipate they will begin operations within the next 60 days. This was a momentous team effort and could not have been done without our partners; Coconino County, Kinney Construction Services, and the Economic Collaborative for Northern Arizona (ECoNA).
- **Katalyst Space Technologies:** Will be moving into their new home on Innovation Mesa at the Business Accelerator (NACET) at the beginning of May. Katalyst is a fledgling aerospace company that was the first business awarded the Job Creation Incentive. Katalyst is currently working on getting their team to Flagstaff and will hire several new employees and interns to support their growing aerospace business. Katalyst plans to create 30+ jobs for Flagstaff in the next three years.

Incentives:

- The Sustainable Automotive Tax Rebate was designed to assist our local dealers and boost sustainable action in our community. This incentive has encouraged several local dealers to enhance their stock of electric vehicles and there are currently over 12 new reservations for fully electric vehicles that will be purchased in the coming months. The Daily Sun will be running an article highlighting this program's success during the week of April 5th.
- Staff has been collecting feedback on how these incentives have been working from various stakeholders and businesses. Staff will be looking to bring minor amendments to Council in May to improve the current incentives and make them more attractive for businesses. These incentives have been an excellent tool for various business attraction efforts and both Whitehall and Katalyst have stated they were an important piece that helped them Choose Flagstaff.

Airport 31.45 Acre Parcel:

- The Airport 31.45-acre master development process is well on its way! Staff has been meeting with Genterra regularly for the past two months and we have begun the negotiation process for this parcel's development. Our team's hope is to have a master development plan in front of Council before summer break. This project's groundbreaking is targeted for the Spring of 2022.

Other Projects:

- Staff has been coordinating with ECoNA, NAU, and Moonshot @ NACET, over the past several weeks to create a video that will serve as a business attraction tool. The focus is on our expanding biomedical field, and will also highlight the 32-airport parcel, city incentives, and various successful businesses and leaders within this sector. This video will be featured at the Flinn Foundation event in April and I will be sure to share it with you all once it is completed.

- A new affordable housing developer (Lincoln Avenue Capital) has shown interest in our community. Staff met with this group and our Housing Section to discuss opportunities and the potential to increase the number of affordable housing units currently on the market.

BUSINESS RETENTION & EXPANSION:

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) FLAGSTAFF PROJECTS: Staff reviewed a multi-phased project for potential grant submission.

- Staff will speak with the district representative from the Economic Development Administration (EDA) next week to discuss the project to gauge the applicability of the project and the recent EDA Notice of Funding Opportunity.

DEPARTMENT OF DEFENSE (DOD) S.T.E.M. (SCIENCE, TECHNOLOGY, ENGINEERING, MATH) GRANT

OPPORTUNITY: The DOD has issued a notice of a grant opportunity to build Science, Technology, Engineering, and Math (known collectively as S.T.E.M.) systems relating to work-based learning for all ages among other specifications.

- Staff has contacted a multi-disciplinary team of public and private industry leaders to explore the opportunity and to consider applying.
- The DOD is currently no longer accepting applications as of March 17th; however, the team will meet to organize the STEM network should the opportunity re-open.

S.T.E.M. CITY & LAUNCH FLAGSTAFF: Two area groups are talking about collaborations.

- Mutual interests between the organizations have led to discussions about potential formal collaboration to share resources and to advance missions.

ARIZONA@WORK COCONINO COUNTY WORKFORCE DEVELOPMENT BOARD (WDB): The WDB is organizing itself to better serve the region.

- The Executive Board convened the Initiatives Committee to begin tracking the initiatives from the past years and to chart the course for future initiatives as well, and the Education Committee to create educational pieces for board members and for the public.
- Staff participated in a discussion with the Department of Economic Security (DES) to redirect and reform the Business Services Team.

MINORITY BUSINESS DEVELOPMENT ASSISTANCE (MBDA) BUSINESS CENTER GRANT COMPETITION: The United States Department of Commerce is increasing support for minority businesses.

- The Department of Commerce has issued of a Notice of Funding Opportunity (NOFO) seeking providers of services to advance minority owned businesses. The well-funded program seeks to deliver centers throughout the United States with some larger states being awarded funding for more than a single center.
- \$400,000 will be awarded to a single entity in Arizona that may provide such services to the state of Arizona.
- There is currently one MBDA in Arizona located in Phoenix.

ELEVATE PRE-K: Statewide cohorts collaborate to elevate the importance of early childhood care and education on the workforce and the future of Arizona.

- The cohort is planning an Arizona Mayor's Education Roundtable and is currently working to schedule a date and time to produce the greatest number of attendees. Staff is working with the City of Flagstaff Executive Assistant to ensure Mayor Deasy will attend this important gathering.

TRANSF-VR: An innovator in workforce training provider presented their suite of workforce solutions to a multi-agency collaborative.

- TRANSF-VR uses virtual reality programs to deliver career explorations and workforce training to broad populations ranging from middle schoolers to adults of all ages seeking new training.
- Representatives from the ARIZONA@WORK Coconino County Workforce Development Board, Coconino Community College, LAUNCH Flagstaff, Canyon Connects, and other private businesses learned about the virtual reality opportunities for northern Arizona.



LIBRARY MONTHLY STATS:

	January	February	Difference
Unique Borrowers	1,967	Numbers unavailable due to switch in Integrated Library System	
Curbside Checkouts	16,616		
Phone-in Reference	1,126	1,334	+18.5%
Note: these numbers are a month behind due to reporting timeframes			

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) ARIZONA HUMANITIES PROGRAM: Staff hosted a virtual Arizona Humanities talk for Women's History Month by Dr. Laura Tohe called "*More than Pocahontas and Squaws: Indigenous Women Coming into Visibility.*" We had 54 people in attendance and had a fantastic Q&A session at the end, with many questions that we could not get to all of them! 28 participants were teenagers from the various classes taught by Ms. Scholler at Coconino High. She said, "I made them do a reflection to get some extra credit, and they all gave such thoughtful and thorough responses- you can tell that they really enjoyed it and learned a lot! I love to see this, I'm so grateful for these opportunities 😊"

SNACK PACKS: The Family Food Center snack packs that we hand out during the curbside holds hours continue to be very popular; we've been averaging about a crate of these per week.

GRATEFUL PATRON: On March 2nd, one of our patrons thanked us for providing the curbside holds pickup during the pandemic, stating "You've really saved us during this time!"

JEFF KINNEY DRIVE-THRU: On March 24th, popular author Jeff Kinney of "Diary of a Wimpy Kid" fame came to the Downtown Library to host a drive-thru for his new book "Rowley Jefferson's Awesome Friendly Spooky Stories." Approximately 167 cars attended the drive-thru, with traffic rotating through the City Hall parking lot and down the block near the end of Aspen Avenue. Many of the cars were "dressed up" in appropriate "Wimpy Kid" attire, and full to the brim with kids excited to take part in the spooky scary drive-thru! This was in partnership with Brightside Bookshop.



Amber Meyer takes a book from the grave digger's shovel Wednesday evening during a drive-thru book launch event for author Jeff Kinney's "Diary of a Wimpy Kid" franchise, at the Flagstaff public library. The event was sponsored by Bright Side Bookshop.

BOOKS BY MAIL: Starting in March, we introduced a new service: Books by Mail. This free service, for the blind and visually/physically impaired, mails Large Print, Braille and Audio Books to certified members of Coconino County using a special United States Post Office Publication.

EARLY LITERACY KITS: The Youth Services Department has begun putting out Early Literacy Kits for curbside pickup. Joining our popular STEM kits, in partnership with Tynkertopia, these new kits aim to develop early literacy skills and foster a home storytime environment. Get them early in the week, because they go fast!

SEED LIBRARY: The East Flagstaff Community Library began offering Seed packets for pickup, in partnership with *Grow Flagstaff!* 50 seeds are available for “checkout” to our green thumbed patrons, with a wealth of variety including tomatoes, rye, ground covers, herbs and more! In the first month, 43 patrons have checked out 72 seed packets. We are also providing seeds to 15 families through a grant received by NACA to create gardening kits for community members.

XERISCAPING: Tuba City Public Library is working with Native Seeds in Tucson toward providing a seed library as part of fulfilling the State Library Xeriscaping Grant.

#VIRTUAL PROGRAMMING Library District: Canyon Diablo https://www.youtube.com/watch?v=b6ZeTn4Jn_8

FOREST LAKES COMMUNITY LIBRARY: Most of the painting is done and a local contractor is building a brick foundation out front. Anticipated time for completion of the renovation is May 2021.



TOURISM & VISITOR SERVICES

LODGING METRICS: (From February – Note: we always report a month behind)

- **Occupancy:** 1.3%
- **Average Daily Rate (ADR):** 14.7%
- **Revenue per available room (RevPAR):** 16.2%

Following are the metrics that apply to traditional accommodations for February 2021. **We are thrilled for our properties that they were able to surpass the numbers from last year** – as February 2020 was pre-pandemic and a good month for average daily rate and occupancy. **The collaborative efforts of Discover Flagstaff and the industry safely and responsibly serving our guests is showing good results for the city.**

Feb	2020	2021	Diff
OCC	57.0%	57.8%	+1.3%
ADR	\$84.36	\$96.73	+14.7%
RevPAR	\$48.11	\$55.11	+16.2%

VISITOR SERVICES:

- **Walk-ins:** Up 51% over last year – starting to see things on an upswing
- **Retail:** Up 127% over last year!
- **Model Train:** Model Train ran 130 times in the month of January
- **Visitor Information:** Provided visitor assistance in person, over the phone and via email while educating visitors on masking requirements. See common questions received below:
 - Is there any Snow?
 - What's open a Grand Canyon?
 - What local attractions are open?
 - What restaurants are open for dine in or patio service?

March	2019	2020	2021	Percent of change over 2020	Percent of change over 2019
Walk-ins	8,510	4,463	6,752	51%	-21%
Retail Sales	\$22,112	\$10,871	\$24,689	127%	12%

TRAVEL TRADE:

MEETINGS/EVENTS:

- Go West Summit (Virtual) | 31 appointments with international travel companies
- Lonely Planet | Zoom meeting re: European marketing opportunities
- IPW | Exhibitor meeting for September 2021 trade show
- National Geographic | Zoom meeting to discuss international marketing opportunities
- AOT | Zoom meeting with AOT and German Rep firm TMR
- SeeUSA Tours | Intro meeting on their tour operation
- Culture Trip | Zoom meeting on Student Tour business
- Brand USA Global Marketplace | 13 zoom calls with international travel companies
- Grand Circle Assn Meeting | Quarterly meeting in Cortez, CO
- bSchool Travel | Lead for May 2021 grad student group
- Stakeholder Meetings | Doubletree, Courtyard/Springhill Suites & Southwest Hospitality Management
- Imperial Travel | Lead for group tour dinner
- Charitable Travel, UK | Zoom mtg w/AOT/DMOs regarding marketing campaign
- Harvest Hosts | Introduction call to introduce company to our stakeholders
- Flagstaff Sister Cities Annual Meeting

MARKETING & MEDIA:

- AmericanTours Int'l – Zoom meeting to record marketing presentation for marketing campaign

MEETINGS/EVENTS/CONFERENCES:

MEETINGS:

- Flagstaff Arts Council board meeting and committee meetings
- Meeting with Sales Manager for Southwest Hospitality
- Call with High School Leadership Group visiting the Grand Canyon and looking for additional area things to do
- Attended Sister Cities Annual Meeting

MARKETING & MEDIA RELATIONS:

- The It pays to Meet in Flagstaff Program was presented to one new group
- Staff assisted High Country Conference Center in submitting a proposal for a June 2022 Conference

LEADS:

- Staff sent out 3 leads for a total of 2,330 room nights and estimated economic impact of \$580,170.

MARKETING & MEDIA RELATIONS: (February produced 28 print articles and 235 digital articles.)

March reported...

- Digital coverage leading the way as interest and confidence in travel continues to gain momentum with post-pandemic excitement.
- Flagstaff remains top of mind as a road trip destination to national monuments and the outdoors.
- Mother nature produced spring snow showers to Flagstaff garnering media attention to play in the snow and enjoy Arizona Snowbowl.
- The Flagstaff Visitor Center webcam was often utilized on air during news broadcast with shots of downtown along with references to the winter recreation map and snowplay hotline.
- Flagstaff Extreme Adventure Course was featured on FOX 10 with broadcaster, Tom Fergus, on the ropes promoting the safe, fun, outdoor activity.
- A Wheel of Fortune prize package to Grand Canyon National Park included mention of Flagstaff as the City of Seven Wonders.
- Print highlights included the re-opening of the Museum Club
- Interesting article, in the Harvard University Crimson, regarding Cross Country Runners in Flagstaff for high altitude training.

Print (circ: 7.5m/value: \$909k) Broadcast (reach: 111m/value: \$1m) Digital (reach: 534m/value: \$4.9m)

International Coverage (circ. 93m/value: \$867k)

See below for some article highlights, please enjoy reading them:

10 Best American Vacation Towns to Live in Year-Round (Flagstaff #2): <https://www.moneycrashers.com/best-american-vacation-towns-live-year-round/>

9 Incredible Dark Sky National Parks In The Southwest (Sunset Crater, Wupatki and Walnut Canyon #6): <https://www.travelawaits.com/2562242/dark-sky-national-parks-in-the-southwest/>

Incredible photos of ancient ruins across North America (Wupatki Slide 4): <https://www.msn.com/en-us/travel/tripideas/incredible-photos-of-ancient-ruins-across-north-america/ss-BB1ecttW#image=4>

MAP: Where to find winter fun in northern Arizona: <https://www.abc15.com/entertainment/events/map-where-to-find-winter-fun-in-northern-arizona>

Safe and Fun Family Vacation Destinations for 2021 Spring Travel (Flagstaff Slide 6): <https://www.msn.com/en-us/travel/tripideas/safe-and-fun-family-vacation-destinations-for-2021-spring-travel/ss-BB1eB8DJ#image=6>

7 Incredible Ancient Ruins to Explore In U.S. National Parks (Wupatki #6):
<https://www.travelawaits.com/2562490/us-national-parks-ancient-ruins/>

The Best French Fries in Every State (Diablo Burger in Flagstaff): <https://www.msn.com/en-us/foodanddrink/foodnews/the-best-french-fries-in-every-state/ss-BB1b65kR#image=4>

Most educated county in every state (Arizona: Coconino County): <https://www.msn.com/en-us/money/careers/most-educated-county-in-every-state/ss-BB1f4Ulv#image=4>

WEBSITE:

Year-over-year performance:

- Domestic visits increased 72% with strong performance from the drive market: AZ +84%, CA +71%, TX +49%. Noticeably, NV continues to respond with an 186% increase followed by Florida.
- International website visitors include MX +6.1%, and while Canadian visits decreased 63%, it's great to see UK visits up 12.4%. Webcams were the number one most visited page, with Things to Do and the 21-must-dos were #2 and #3, Visitor Guide requests up 277%, City of 7 Wonders followed.
- Organic search is up 134% and paid search is also up 38%.
- Mobile device is the primary hardware.

EMAIL CAMPAIGN:

Month-over-month comparisons

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Hubspot, Mail Chimp, and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

- The Discover Flagstaff email drip campaign saw a 1% increase in open rate and click thru rate (CTR) remained flat. The overall average open rate is 30% with an average CTR of 8% for all emails. These are both surpassing the benchmarks stated above.
- The Flagstaff Local e-newsletter saw a 9% decrease in open rates and 46% decrease in CTR. The February email receiving higher open and CTR was sent at 4pm, the March email was sent at 5pm. The April email will be sent at 4pm to generate higher open and CTR.

SOCIAL MEDIA:

Data compares year-over-year performance:

- **Facebook** total likes are flat at 92,608. Partial reasoning is more focus has been generated toward the local resident audience on the Flagstaff Local Facebook feed.

- **Twitter** is at -77% impressions, most likely due to events still happening in early March of last year, First Friday Artwalk, Up with People, Viola Awards
- **YouTube** -- No videos were posted compared to last year's paid video ads.
- **Instagram** is competing with posts that invited people to Flagstaff at the first part of March including a Snowbowl video that earned 1,228 views.
- **Flagstaff Happenings** subscriber rate is holding down due to a recent cleaning of old or bounced emails that brought down the amount of subscriptions.

CREATIVE SERVICES:

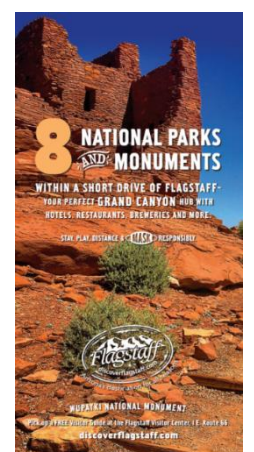
E-NEWSLETTER: Finalized the first Flag Local e-newsletter

ADVERTISING:

- **DIGITAL ADS:** Produced digital ad campaigns for AdTaxi and TripAdvisor that included 8 National Parks & Monuments, Spring Break, Pledge Wild, MNA and dining.



- **PRINT ADS:** Produced print ads for Los Angeles Magazine, Grand Canyon Visitor Guide and AOT AZ State



- **PUBLIC ART MAP:** Photographed new public art installations for summer reprint of the Public Art Map in collaboration with Beautification, Arts & Sciences.
- **PUBLIC ART BIKING TOUR:** Produced draft layout of one-page biking tour in collaboration with Beautification, Arts & Sciences.
- **PATH TO CARBON NEUTRALITY LOGO:** Created draft logos for review
- **DOWNTOWN PLANTER BOX BRANDING:** Creating branding to be manufactured as signage for planter boxes promoting Flagstaff assets (i.e. dark skies, history, route 66, etc.)
- **2021 FESTIVALS:** Updated Festivals logo and handbill draft for 2021
- **STAKEHOLDER DESIGN ASSISTANCE:** Assisted Chris Verrill (Theatrikos), Jan Claire (TinyArt Library) and the Arboretum.
- **LAS VEGAS BILLBOARDS:** Created digital billboards to run in Las Vegas
- **20 UNDER 40 SECTION:** Created a full-page tabloid ad promoting Flagstaff Local for the 20 Under 40 Specialty Section in the AZ Daily Sun
- **SMALL ACT POSTERS:** Designed and printed the Small Act, Big Deal posters for local businesses
- **STAYCATION FLYERS:** Created Staycation flyers for Pioneer Title to display in their office
- **LOCAL NEWSPAPER ADS:** Designed three AZ Daily Sun 'Progress' ads and April print ads for AZDS and FBN
- **ACT OF KINDNESS:** Designed the Act of Kindness signs and materials for May



VIDEO:

- "City of seven wonders" video production
- Created overlay graphics for the 7 wonders video promoting Pledge for the Wild
- Filmed and edited video for Mayor Deasy
- Conducted a winter shoot at Nordic Village with a videographer for the first "Yep that's in Flagstaff" concept

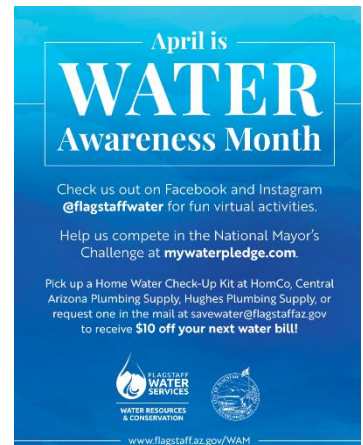


WEBSITE:

- Continued work on fixing broken links to improve SEO on discoverflagstaff.com
- Uploaded hotel, wedding venue/vendors, and park listing photos on the Discover Flagstaff website

CITY JOB:

- **DRIP CAMPAIGN:** Created three layouts for the March drip campaign
- **POSTERS:** Created Mask responsibly posters for the Flagstaff Mall
- **REGIONAL PLAN:** Updated the Regional Plan graphic for the City Manager's Office
- **CAAP:** Created Path to Carbon Neutrality video backgrounds for city council
- **WATER SERVICES:** Created a graphic for Water Awareness Month



THANK YOU for your continued support of the
Economic Vitality Division for the City of Flagstaff!

We work to **enhance your quality of life 365 days a year!!!**